

**CAMBRIDGE**

**"SPRINGTIME SPECTACULAR"  
\$4 OFF CARTON PLUS ON-CARTON MERCHANDISE CATALOG**

**MARCH 1993**

**ACTIVITY AS OF 2/24/93**

30 CARTON DISPLAY KIT							60 CARTON DISPLAY KIT							200 CARTON DISPLAY KIT						
Section #	Allocated	Ordered	%	% Whslr	% Retail	% Depot	Allocated	Ordered	%	% Whslr	% Retail	% Depot	Allocated	Ordered	%	% Whslr	% Retail	% Depot		
11	346	58	17%	-	5.7%	94.3%	521	185	36%	-	5.9%	94.1%	56	12	21%	-	-	100.0%		
12	328	93	29%	-	-	100.0%	490	142	29%	-	-	100.0%	54	0	0%	-	-	-		
13	204	105	51%	-	51.4%	48.6%	306	162	53%	21.7%	50.4%	27.8%	34	0	0%	-	-	100.0%		
14	288	134	47%	-	26.9%	73.1%	434	181	42%	-	9.8%	90.2%	48	2	4%	-	-	-		
Total R1	1,164	390	34%	-	27.8%	72.2%	1,751	670	38%	5.5%	18.0%	76.5%	192	14	7%	-	-	100.0%		
21	350	100	29%	-	43.4%	56.6%	581	156	27%	-	46.5%	53.5%	64	v	0%	-	-	-		
22	759	278	37%	-	44.6%	55.4%	1,144	222	19%	-	44.3%	55.7%	126	50	40%	-	14.3%	85.7%		
23	649	198	36%	-	49.5%	50.5%	826	383	46%	-	52.3%	47.7%	90	28	31%	-	-	100.0%		
24	205	48	23%	-	34.5%	65.5%	308	88	29%	-	66.2%	33.8%	34	4	12%	-	-	-		
25	346	73	21%	-	25.4%	74.6%	521	232	45%	10.9%	28.3%	60.9%	56	12	21%	-	75.0%	25.0%		
Total R2	2,244	697	31%	-	42.3%	57.7%	3,380	1,081	32%	2.9%	44.4%	52.7%	370	94	25%	-	17.9%	82.1%		
31	840	387	40%	-	18.3%	81.7%	1,205	464	00%	-	40.3%	59.7%	138	24	17%	-	44.4%	55.6%		
32	844	210	25%	-	45.2%	54.8%	636	374	59%	-	52.9%	47.1%	106	4	4%	-	-	100.0%		
33	715	43	6%	-	-	-	1,078	58	5%	-	-	-	118	4	3%	-	-	-		
34	528	225	43%	-	18.7%	81.3%	859	308	36%	-	24.1%	75.9%	94	38	40%	-	30.8%	69.2%		
35	441	91	21%	-	92.9%	7.1%	665	53	8%	-	98.0%	2.0%	74	2	3%	-	100.0%	-		
36	274	47	17%	-	9.3%	90.7%	413	58	14%	-	16.3%	83.7%	46	0	0%	-	-	-		
Total R3	3,642	1,003	28%	-	32.5%	67.5%	4,916	1,335	27%	-	35.2%	64.8%	576	72	13%	-	36.0%	64.0%		
41	630	67	14%	-	6.7%	93.3%	963	120	12%	-	9.5%	90.5%	100	0	0%	-	-	100.0%		
42	277	90	32%	35.7%	6.0%	58.3%	417	149	36%	60.3%	4.1%	35.6%	46	22	48%	-	-	-		
43	759	146	19%	-	34.8%	65.2%	1,145	129	11%	-	63.2%	36.8%	126	42	33%	-	100.0%	-		
44	361	153	42%	-	14.3%	85.7%	543	348	64%	-	67.6%	32.4%	60	8	13%	-	-	-		
45	620	239	39%	-	10.1%	89.9%	935	403	43%	-	14.1%	85.9%	102	10	10%	-	-	100.0%		
Total R4	2,655	715	27%	5.8%	11.1%	83.1%	4,003	1,149	29%	10.0%	32.3%	57.7%	440	88	20%	-	71.4%	28.6%		
51	402	238	59%	-	12.6%	87.4%	606	334	59%	-	19.4%	80.6%	34	18	53%	-	-	100.0%		
52	750	119	16%	-	-	100.0%	1,131	440	39%	-	9.3%	90.7%	62	14	23%	-	-	100.0%		
53	219	95	43%	-	100.0%	*	332	216	65%	-	85.7%	14.3%	18	0	0%	-	-	-		
54	242	117	48%	-	31.4%	68.6%	364	190	52%	-	32.2%	67.8%	20	4	20%	-	-	100.0%		
Total R5	1,613	569	35%	-	14.0%	85.1%	2,433	1,180	48%	-	17.9%	82.1%	134	36	27%	-	-	100.0%		
<b>TOTAL</b>	<b>11,318</b>	<b>3,374</b>	<b>154%</b>	<b>1.2%</b>	<b>26.7%</b>	<b>72.1%</b>	<b>16,483</b>	<b>5,415</b>	<b>175%</b>	<b>3.3%</b>	<b>31.0%</b>	<b>65.7%</b>	<b>1,712</b>	<b>304</b>	<b>92%</b>	<b>-</b>	<b>25.0%</b>	<b>75.0%</b>		

Note: Percentages are of allocated quantities.

2049026873

# CAMBRIDGE

## "SPRINGTIME SPECTACULAR" \$4 OFF CARTON PLUS ON-CARTON MERCHANDISE CATALOG

MARCH 1993

### REGION 1

30 CARTON DISPLAY KIT						
Section #	Allocated	Ordered	%	% Whslr	% Retail	% Depot
11	346	58	17%	-	5.7%	94.3%
12	326	93	29%	-	-	100.0%
13	204	105	51%	-	51.4%	48.6%
14	288	134	47%	-	26.9%	73.1%
<i>Total R1</i>	<i>1,164</i>	<i>390</i>	<i>34%</i>	<i>-</i>	<i>27.8%</i>	<i>72.2%</i>
60 CARTON DISPLAY KIT						
Section #	Allocated	Ordered	%	% Whslr	% Retail	% Depot
11	521	185	36%	-	5.9%	94.1%
12	490	142	29%	-	-	100.0%
13	306	162	53%	21.7%	50.4%	27.8%
14	434	181	42%	-	9.8%	90.2%
<i>Total R1</i>	<i>1,751</i>	<i>670</i>	<i>38%</i>	<i>5.5%</i>	<i>18.0%</i>	<i>76.5%</i>
200 CARTON DISPLAY KIT						
Section #	Allocated	Ordered	%	% Whslr	% Retail	% Depot
11	56	12	21%	-	-	100.0%
12	54	0	0%	-	-	*
13	34	0	0%	-	-	100.0%
14	48	2	4%	-	-	*
<i>Total R1</i>	<i>192</i>	<i>14</i>	<i>7%</i>	<i>-</i>	<i>-</i>	<i>100.0%</i>

Note: Percentages are of allocated quantities.

2049028874

# CAMBRIDGE

## "SPRINGTIME SPECTACULAR" \$4 OFF CARTON PLUS ON-CARTON MERCHANDISE CATALOG

MARCH 1993

### REGION 3

30 CARTON DISPLAY KIT						
Section #	Allocated	Ordered	%	% Whslr	% Retail	% Depot
31	840	387	46%	-	18.3%	81.7%
32	422	210	50%	-	45.2%	54.8%
33	715	43	6%	-	-	-
34	528	225	43%	-	18.7%	81.3%
35	441	91	21%	-	92.9%	7.1%
36	274	47	17%	-	9.3%	90.7%
<i>Total R3</i>	<i>3,220</i>	<i>1,003</i>	<i>31%</i>	<i>-</i>	<i>32.5%</i>	<i>67.5%</i>
60 CARTON DISPLAY KIT						
Section #	Allocated	Ordered	%	% Whslr	% Retail	% Depot
31	1265	484	38%	-	20.9%	79.1%
32	636	374	59%	-	52.9%	47.1%
33	1078	58	5%	-	-	-
34	859	308	36%	-	24.1%	75.9%
35	665	53	8%	-	98.0%	2.0%
36	413	58	14%	-	16.3%	83.7%
<i>Total R3</i>	<i>4,916</i>	<i>1,335</i>	<i>27%</i>	<i>-</i>	<i>35.2%</i>	<i>64.8%</i>
200 CARTON DISPLAY KIT						
Section #	Allocated	Ordered	%	% Whslr	% Retail	% Depot
31	138	24	17%	-	44.4%	55.6%
32	70	4	6%	-	-	100.0%
33	118	4	3%	-	-	-
34	94	38	40%	-	30.8%	69.2%
35	74	2	3%	-	100.0%	-
36	46	0	0%	-	-	-
<i>Total R3</i>	<i>540</i>	<i>72</i>	<i>13%</i>	<i>-</i>	<i>36.0%</i>	<i>64.0%</i>

Note: Percentages are of allocated quantities.

2049028875

# CAMBRIDGE

## "SPRINGTIME SPECTACULAR" \$4 OFF CARTON PLUS ON-CARTON MERCHANDISE CATALOG

MARCH 1993

REGION 4

30 CARTON DISPLAY KIT						
Section #	Allocated	Ordered	%	% Whslr	% Retail	% Depot
41	638	87	14%	-	6.7%	93.3%
42	277	90	32%	35.7%	6.0%	58.3%
43	759	146	19%	-	34.8%	65.2%
44	361	153	42%	-	14.3%	85.7%
45	620	239	39%	-	10.1%	89.9%
<b>Total R4</b>	<b>2,655</b>	<b>715</b>	<b>27%</b>	<b>5.8%</b>	<b>11.1%</b>	<b>83.1%</b>
60 CARTON DISPLAY KIT						
Section #	Allocated	Ordered	%	% Whslr	% Retail	% Depot
41	963	120	12%	-	9.5%	90.5%
42	417	149	36%	60.3%	4.1%	35.6%
43	1145	129	11%	-	63.2%	36.8%
44	543	348	64%	-	67.6%	32.4%
45	935	403	43%	-	14.1%	85.9%
<b>Total R4</b>	<b>4,003</b>	<b>1,149</b>	<b>29%</b>	<b>10.0%</b>	<b>32.3%</b>	<b>57.7%</b>
200 CARTON DISPLAY KIT						
Section #	Allocated	Ordered	%	% Whslr	% Retail	% Depot
41	106	6	6%	-	-	100.0%
42	46	22	48%	-	-	-
43	126	42	33%	-	100.0%	-
44	60	8	13%	-	-	-
45	102	10	10%	-	-	100.0%
<b>Total R4</b>	<b>440</b>	<b>88</b>	<b>20%</b>	<b>-</b>	<b>71.4%</b>	<b>28.6%</b>

Note: Percentages are of allocated quantities.

2047028876

# CAMBRIDGE

## "SPRINGTIME SPECTACULAR" \$4 OFF CARTON PLUS ON-CARTON MERCHANDISE CATALOG

MARCH 1993

### REGION 2

30 CARTON DISPLAY KIT						
Section #	Allocated	Ordered	%	% Whslr	% Retail	% Depot
21	385	100	26%	-	43.4%	56.6%
22	759	278	37%	-	44.6%	55.4%
23	549	198	36%	-	49.5%	50.5%
24	205	48	23%	-	34.5%	65.5%
25	346	73	21%	-	25.4%	74.6%
<b>Total R2</b>	<b>2,244</b>	<b>697</b>	<b>31%</b>	<b>-</b>	<b>42.3%</b>	<b>57.7%</b>
60 CARTON DISPLAY KIT						
Section #	Allocated	Ordered	%	% Whslr	% Retail	% Depot
21	581	156	27%	-	46.5%	53.5%
22	1144	222	19%	-	44.3%	55.7%
23	826	383	46%	-	52.3%	47.7%
24	308	88	29%	-	66.2%	33.8%
25	521	232	45%	10.9%	28.3%	60.9%
<b>Total R2</b>	<b>3,380</b>	<b>1,081</b>	<b>32%</b>	<b>2.9%</b>	<b>44.4%</b>	<b>52.7%</b>
200 CARTON DISPLAY KIT						
Section #	Allocated	Ordered	%	% Whslr	% Retail	% Depot
21	64	0	0%	-	-	-
22	126	50	40%	-	14.3%	85.7%
23	90	28	31%	-	-	100.0%
24	34	4	12%	-	-	-
25	56	12	21%	-	75.0%	25.0%
<b>Total R2</b>	<b>370</b>	<b>94</b>	<b>25%</b>	<b>-</b>	<b>17.9%</b>	<b>82.1%</b>

Note: Percentages are of allocated quantities.

2049028877

# CAMBRIDGE

## "SPRINGTIME SPECTACULAR" \$4 OFF CARTON PLUS ON-CARTON MERCHANDISE CATALOG

MARCH 1993

### REGION 5

30 CARTON DISPLAY KIT						
Section #	Allocated	Ordered	%	% Whslr	% Retail	% Depot
51	402	238	59%	-	12.6%	87.4%
52	750	119	16%	-	*	100.0%
53	219	95	43%	-	100.0%	*
54	242	117	48%	-	31.4%	68.6%
<i>Total R5</i>	<i>1,613</i>	<i>569</i>	<i>35%</i>	<i>-</i>	<i>14.9%</i>	<i>85.1%</i>
60 CARTON DISPLAY KIT						
Section #	Allocated	Ordered	%	% Whslr	% Retail	% Depot
51	606	334	55%	-	19.4%	80.6%
52	1131	440	39%	-	9.3%	90.7%
53	332	216	65%	-	85.7%	14.3%
54	364	190	52%	-	32.2%	67.8%
<i>Total R5</i>	<i>2,433</i>	<i>1,180</i>	<i>48%</i>	<i>-</i>	<i>17.9%</i>	<i>82.1%</i>
200 CARTON DISPLAY KIT						
Section #	Allocated	Ordered	%	% Whslr	% Retail	% Depot
51	34	18	53%	-	-	100.0%
52	62	14	23%	-	-	100.0%
53	18	0	0%	-	-	*
54	20	4	20%	-	-	100.0%
<i>Total R5</i>	<i>134</i>	<i>36</i>	<i>27%</i>	<i>-</i>	<i>-</i>	<i>100.0%</i>

Note: Percentages are of allocated quantities.

2049028878

# CAMBRIDGE

**"TAKE 2"**  
**B1G1F PROMOTION**  
**MARCH 1993**

Section	Allocation	Ordered	%	% Whslr	% Retail	% Depot
11	3,656	3,656	100%	84.6%	14.0%	13.9%
12	2,020	1,915	95%	100.0%	*	*
13	4,018	1,979	49%	44.0%	49.3%	6.6%
14	2,148	703	33%	58.1%	69.0%	35.0%
<b>Total R1</b>	<b>11,842</b>	<b>8,253</b>	<b>70%</b>	<b>78.5%</b>	<b>11.0%</b>	<b>10.5%</b>
21	3,228	1,203	37%	16.5%	17.1%	66.3%
22	5,139	4,056	79%	93.9%	*	6.1%
23	4,578	2,200	48%	83.4%	11.9%	4.7%
24	2,750	1,908	69%	37.5%	12.6%	49.9%
25	3,197	2,943	92%	63.0%	26.9%	10.2%
<b>Total R2</b>	<b>18,892</b>	<b>12,310</b>	<b>65%</b>	<b>68.5%</b>	<b>11.7%</b>	<b>19.8%</b>
31	3,316	1,545	47%	28.6%	12.1%	59.3%
32	2,756	1,814	66%	79.1%	8.1%	12.9%
33	2,541	1,069	42%	100.0%	*	*
34	2,186	1,477	68%	25.0%	17.6%	57.4%
35	2,745	1,079	39%	81.9%	18.1%	*
36	3,297	3,257	99%	100.0%	*	*
<b>Total R3</b>	<b>16,841</b>	<b>10,241</b>	<b>61%</b>	<b>73.8%</b>	<b>7.5%</b>	<b>18.7%</b>
41	3,965	1,514	38%	26.1%	15.7%	58.2%
42	2,509	2,509	100%	4.0%	*	96.0%
43	3,507	3,507	100%	100.0%	*	*
44	1,980	1,980	100%	25.0%	*	10.9%
45	2,968	2,813	95%	81.9%	*	28.9%
<b>Total R4</b>	<b>14,929</b>	<b>12,323</b>	<b>83%</b>	<b>64.0%</b>	<b>1.4%</b>	<b>34.6%</b>
51	2,177	1,499	69%	42.7%	4.6%	52.6%
52	3,448	1,365	40%	98.9%	*	1.1%
53	2,265	1,658	73%	80.3%	19.0%	0.8%
54	3,020	739	24%	*	88.8%	11.2%
<b>Total R5</b>	<b>10,910</b>	<b>5,261</b>	<b>48%</b>	<b>62.8%</b>	<b>17.7%</b>	<b>19.5%</b>
<b>TOTAL</b>	<b>73,414</b>	<b>48,388</b>	<b>326.4%</b>	<b>69.6%</b>	<b>8.6%</b>	<b>21.9%</b>

Note: Percentages are of allocated quantities.

2049028879

# CAMBRIDGE

## "TAKE 2" B1G1F PROMOTION

MARCH 1993

### REGION 1

Section	Allocation	Ordered	%	% Whslr	% Retail	% Depot
11	3,656	3,656	100%	84.6%	14.0%	13.9%
12	2,020	1,915	95%	100.0%	-	-
13	4,018	1,979	49%	44.0%	49.3%	6.6%
14	2,148	703	33%	58.1%	69.0%	35.0%
<i>Total R1</i>	<b>11,842</b>	<b>8,253</b>	<b>70%</b>	<b>78.5%</b>	<b>11.0%</b>	<b>10.5%</b>

Note: Percentages are of allocated quantities.

2049028880

# CAMBRIDGE

## "TAKE 2" B1G1F PROMOTION

MARCH 1993

### REGION 2

Section	Allocation	Ordered	%	% Whslr	% Retail	% Depot
21	3,228	1,203	37%	16.5%	17.1%	66.3%
22	5,139	4,056	79%	93.9%	-	6.1%
23	4,578	2,200	48%	83.4%	11.9%	4.7%
24	2,750	1,908	69%	37.5%	12.6%	49.9%
25	3,197	2,943	92%	63.0%	26.9%	10.2%
<i>Total R2</i>	<b>18,892</b>	<b>12,310</b>	<b>65%</b>	<b>68.5%</b>	<b>11.7%</b>	<b>19.8%</b>

Note: Percentages are of allocated quantities.

2049028881

# CAMBRIDGE

## "TAKE 2" B1G1F PROMOTION

MARCH 1993

REGION 3

Section #	Allocated	Ordered	%	% Whslr	% Retail	% Depot
31	3,316	1,545	47%	28.6%	12.1%	59.3%
32	2,756	1,814	66%	79.1%	8.1%	12.9%
33	2,541	1,069	42%	100.0%	-	-
34	2,186	1,477	68%	25.0%	17.6%	57.4%
35	2,745	1,079	39%	81.9%	18.1%	-
36	3,297	3,257	99%	100.0%	-	-
<b>Total R3</b>	<b>16,841</b>	<b>10,241</b>	<b>61%</b>	<b>73.8%</b>	<b>7.5%</b>	<b>18.7%</b>

Note: Percentages are of allocated quantities.

2049028882

# CAMBRIDGE

## "TAKE 2" B1G1F PROMOTION

MARCH 1993

REGION 4

Section	Allocation	Ordered	%	% Whslr	% Retail	% Depot
41	3,965	1,514	38%	26.1%	15.7%	58.2%
42	2,509	2,509	100%	4.0%	-	96.0%
43	3,507	3,507	100%	100.0%	-	-
44	1,980	1,980	100%	25.0%	-	10.9%
45	2,968	2,813	95%	81.9%	-	28.9%
<b>Total R4</b>	<b>14,929</b>	<b>12,323</b>	<b>83%</b>	<b>64.0%</b>	<b>1.4%</b>	<b>34.6%</b>

Note: Percentages are of allocated quantities.

2049028883

**CAMBRIDGE**  
**"TAKE 2"**  
**B1G1F PROMOTION**  
**MARCH 1993**

**REGION 5**

<b>Section</b>	<b>Allocation</b>	<b>Ordered</b>	<b>%</b>	<b>% Whslr</b>	<b>% Retail</b>	<b>% Depot</b>
51	2,177	1,499	69%	42.7%	4.6%	52.6%
52	3,448	1,365	40%	98.9%	-	1.1%
53	2,265	1,658	73%	80.3%	19.0%	0.8%
54	3,020	739	24%	-	88.8%	11.2%
<b>Total R5</b>	<b>10,910</b>	<b>5,261</b>	<b>48%</b>	<b>62.8%</b>	<b>17.7%</b>	<b>19.5%</b>

Note: Percentages are of allocated quantities.

2049028884